



# **E-MAIL: MATERIAL SPECIFICATIONS**

# E-Mail Newsletter Impact Blocks

- Image—JPG or GIF, 250 pixels wide × 141 pixels tall. No animation allowed.
- Headline-Maximum 8 words.
- Body Copy—Maximum 50 words.
- Link-Please provide the exact URL where you want the traffic sent.

# Newsletter Sponsor Banner

- JPG or GIF, 728  $\times$  90 pixels, max. file size 50 KB.

# **Sponsored Content (Native Advertising)**

Articles placed as sponsored content should be supplied either as PDF or *Word* documents. Articles will be published either as PDF documents or in HTML format, at the publisher's discretion.

#### E-blasts

- Advertisers should provide both HTML format and text-only format.
- HTML should be formatted for a maximum width of 600 pixels or 800 pixels.
- All images should be provided as separate files along with the HTML, if GIF or JPG format, with a maximum file size of 50 KB for any single image.
- All links should be embedded in the HTML.

# **File Submission**

Newsletters and Product Alerts (Impact Blocks and sponsor banners)—Please submit materials to Dorothy Fiandaca, Advertising Materials Coordinator, at *fiandaca@agma.org*.

AGMA Media 1001 N. Fairfax Street, 5th Floor, Alexandria, VA 22314 Phone: 847-437-6604 Fax: 847-437-6618 *powertransmission.com Dave Friedman* Associate Publisher & Advertising Sales Manager *friedman@agma.org* For complete, detailed information, including ad rates and specs, visit *powertransmission.com/adinfo* 

